



KSHB-TV

# ORDER

Print Date 11/01/12 Page 1 of 5

Flight Dates **10/30/12-11/05/12**

Contract / Revision **300391 / 349- Kander for Missouri**

Original Date / Revision  
10/31/12 10/31/12

Advertiser **Kander / Democrat / Secreta**

Product

Agency Com 15%

Billing Contact

**650 Massachusetts Avenue NW - S  
Washington, DC 20001**

Agency **Buying Time LLC**

Buying Contact

**650 Massachusetts Avenue NW - S  
Washington, DC 20001**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **1953- Kander Broadcast 10/23-**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 27% Market Value 161851

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	73%	118151
WDAF	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	84	\$37,145.00	\$43,700.00	0.00	10/29/12	11/05/12	84	\$37,145.00	\$43,700.00
Totals	84	\$37,145.00	\$43,700.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSHB	10/30/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	11111--	:30	5	\$150.00	P-2	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--		4			\$150.00		0.00			
Week:		11/05/12	11/11/12	1-----		1			\$150.00		0.00			
E 2	KSHB	10/30/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	1-1-1--	:30	3	\$400.00	P-2	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1-1--		2			\$400.00		0.00			
Week:		11/05/12	11/11/12	1-----		1			\$400.00		0.00			
E 3	KSHB	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	22222--	:30	10	\$375.00	P-2	0.00 NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **300391** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:30:00

Advertiser **Kander / Democrat / Secret** Product **349- Kander for Missouri** Estimate # **1953- Kander Broadcast 10/23**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KSHB	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	22222--	:30	10	\$375.00	P-2	0.00	NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 2222--		8				\$375.00		0.00			
	Week:	11/05/12	11/11/12	2-----		2				\$375.00		0.00			
E 4	KSHB	10/30/12	11/05/12	Today Show II Today Show II	CM	9-10a	11111--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4				\$300.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1				\$300.00		0.00			
E 5	KSHB	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$225.00	P-1	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4				\$225.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1				\$225.00		0.00			
6	KSHB	10/30/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	1--1---	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---1---		1				\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	KSHB	10/29/12-11/04/12	M-F 3-330p		3-330pm	---Th----	:30		<del>(\$250.00)</del>	0.00	NM			
	See MG 6.3,6.4														
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														
	3	KSHB	11/01/12-11/05/12	M-F 3-4p		3-4p	M--ThF----	:30		\$250.00	0.00	NM			
	Ⓜ MG for 6.2,6.1														
	4	KSHB	11/01/12-11/05/12	M-F 3-4p		3-4p	M--ThF----	:30		\$250.00	0.00	NM			
	Ⓜ MG for 6.2,6.1														
	Week:	11/05/12	11/11/12	1-----		1				\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	2	KSHB	11/05/12-11/11/12	M-F 3-330p		3-330pm	M-----	:30		<del>(\$250.00)</del>	0.00	NM			
	See MG 6.3,6.4														
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														
E 7	KSHB	10/30/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	11111--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4				\$350.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1				\$350.00		0.00			
E 8	KSHB	10/30/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	11111--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4				\$500.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1				\$500.00		0.00			
E 9	KSHB	10/30/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	11111--	:30	5	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4				\$400.00		0.00			



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Contract / Revision **300391** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:30:00

Advertiser **Kander / Democrat / Secret** Product **349- Kander for Missouri** Estimate # **1953- Kander Broadcast 10/23**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	KSHB	10/30/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	11111--	:30	5	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-1111--		4			\$400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSHB	10/29/12-11/04/12		NBC Action News at 5p		5-530p	-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
	See MG 17.2,17.3														
	[rate]														
3	KSHB	10/29/12-11/04/12		NBC Action News at 5p		5-530p	-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
	See MG 17.2,17.3														
	[rate]														
5	KSHB	10/29/12-11/04/12		NBC Action News at 5p		5-530p	-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
	See MG 17.2,17.3														
	[rate]														
	Week:	11/05/12	11/11/12	1-----		1			\$400.00		0.00				
E 10	KSHB	10/30/12	11/05/12	Nightly News M-F 530-6p	CM	530-6p	11111--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-1111--		4			\$900.00		0.00				
	Week:	11/05/12	11/11/12	1-----		1			\$900.00		0.00				
E 11	KSHB	10/30/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-1111--		4			\$600.00		0.00				
	Week:	11/05/12	11/11/12	1-----		1			\$600.00		0.00				
E 12	KSHB	10/30/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	11111--	:30	5	\$1,100.00	P-2	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-1111--		4			\$1,100.00		0.00				
	Week:	11/05/12	11/11/12	1-----		1			\$1,100.00		0.00				
13	KSHB	10/30/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	11-1---	:30	3	\$1,300.00	P-1	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-1-1---		2			\$1,300.00		0.00				
	Week:	11/05/12	11/11/12	1-----		1			\$1,300.00		0.00				
14	KSHB	10/30/12	11/05/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	11-1---	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-1-1---		2			\$300.00		0.00				
	Week:	11/05/12	11/11/12	1-----		1			\$300.00		0.00				
15	KSHB	11/03/12	11/03/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	2	\$225.00	P-1	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		2			\$225.00		0.00				
16	KSHB	11/03/12	11/03/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1			\$250.00		0.00				
E 17	KSHB	11/03/12	11/03/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	-----S-	:30	1	\$400.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1			\$400.00		0.00				



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Contract / Revision **300391** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:30:00

Advertiser **Kander / Democrat / Secret** Product **349- Kander for Missouri** Estimate # **1953- Kander Broadcast 10/23**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	KSHB	11/03/12	11/03/12	NBC Action News at 5p Sa NBC Action News at 5p Sa	CM	5-530p	-----S-	:30	1	\$400.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSHB	10/29/12-11/04/12		NBC Action News at 5p Sa		5-530p	-----Sa--	:30		<del>(\$400.00)</del>		0.00	NM		
See MG 17.2,17.3															
[na due to Notre Dame Football airing 23-6pm. sv 7/5/12]															
2	KSHB	10/29/12-11/04/12		Major League Soccer		12-6pm	-----Su	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 9.3,9.2,9.5,17.1															
3	KSHB	10/29/12-11/04/12		Su Late News		Late News Su	-----Su	:30		\$800.00		0.00	NM		
Ⓜ MG for 9.3,9.2,9.5,17.1															
18	KSHB	11/03/12	11/03/12	NBC Action News at 6p Sa Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$450.00		0.00						
19	KSHB	11/04/12	11/04/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$275.00		0.00						
20	KSHB	11/04/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$250.00		0.00						
21	KSHB	11/04/12	11/04/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,100.00		0.00						
22	KSHB	11/04/12	11/04/12	NBC Action News at 5p Su NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$400.00		0.00						
23	KSHB	11/03/12	11/03/12	Sa 630-7p Sa 630-7p	CM	630-7p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$500.00		0.00						
24	KSHB	11/04/12	11/04/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,100.00		0.00						
25	KSHB	10/30/12	11/05/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	-----S	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$75.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
27	KSHB	10/30/12	11/04/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,100.00		0.00						
28	KSHB	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	9-10p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00



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Contract / Revision **300391** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:30:00

Advertiser **Kander / Democrat / Secret** Product **349- Kander for Missouri** Estimate # **1953- Kander Broadcast 10/23**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	KSHB	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	9-10p	M- - - - -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -			1			\$1,200.00		0.00			
29	KSHB	10/30/12	11/04/12	NFL PreGame FNIA Football Night in America	CM	6p-715p	- - - - - S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S			1			\$1,500.00		0.00			
E 30	KSHB	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$275.00	P-1	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--			5			\$275.00		0.00			
Totals														84	\$43,700.00